

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

1-31. Canceled

32. (New) A user information structure having a multiple multi-level hierarchical structure to be used for providing information to a user according to the personal preference of the information in a multimedia environment consisting of information providers and information users, comprising:

personal information to identify each user; and

user preference information of the identified user, wherein the user preference information includes one or more individual user preference information, each of which includes a plurality of user preference items and values representing user preference/non-preference of at least one corresponding user preference item, and an updating type that indicates whether the user preference information is automatically updated or not.

33. (New) A user information structure having a multiple multi-level hierarchical structure to be used for providing information to a user according to the personal preference of the information in a multimedia environment consisting of information providers and information users, comprising:

personal information to identify each user; and

user preference information of the identified user, wherein the user preference information includes one or more individual user preference information, each of which includes a plurality of user preference items and values representing user preference/non-preference of a corresponding user preference item, wherein a plurality of user preference items within single individual user preference information are contained in a hierarchy structure, so that user preference items and values representing user preference/non-preference in a hierarchy level apply under the condition that user preference items and values representing user preference/non-preference in upper hierarchy level are satisfied by matching multimedia content.

34. (New) A user information structure for using to describe a user's preferences pertaining to consumption of multimedia content, comprising:

personal information to identify said user; and

user preference information of said identified user, wherein the user preference information includes a plurality of preference items and a corresponding preference value for each preference item, wherein said user preference items have a hierarchical structure.

35. (New) A method for describing personal preference of information in a multimedia environment consisting of information providers and information users, comprising:

describing personal information to identify each user; and

describing user preference information of the identified user, wherein the user preference information includes one or more individual user preference information, each of which includes a plurality of user preference items and values representing user preference/non-preference of corresponding user preference items, and updating type that indicates whether the user preference information is automatically updated or not.

36. (New) A method for describing a user's preferences pertaining to consumption of multimedia content, comprising:

describing personal information to identify said user; and

describing user preference information of said identified user, wherein said user preference information includes a plurality of preference items and a corresponding preference value for each preference item, said user preference items having a hierarchical structure.